



## Application for projects over \$500

**Organization Name:** Glacier Country Regional Tourism Commission

**Project Name:** Publicity – Fall for Western MT Press FAM

**Application Completed by:** Racene Friede

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Glacier Country would like to apply for \$5805 from our Publicity Press Trip Hard Cost Budget to host a vertical press trip entitled Fall for Western Montana, September 30 – October 4, 2008. A detailed itinerary, list of attendees and budget breakdown are attached. The focus of this trip is to promote the spectacular fall colors Glacier Country enjoys each and every fall.

### OBJECTIVES:

Include the objectives from the narrative portion of your marketing plan that support this project.

- Media stories to increase by 3% over 2008 as a result of increased public relations efforts.

Refer to the portions of your marketing plan, which support this project.

This project is addressed in our marketing plan goals numbered 1, 2, 3, 5, 6, 7, 8 and 10, as well as other marketing elements number 4.

How does this project support the Strategic Plan?

**Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors**

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
  - 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners
  - 1.1.b Continue winter marketing, promoting Montana as a superb winter destination
  - 1.1.d Continue marketing to international travelers
  - 1.1.e Enhance tracking/reporting and ROI from state, regional, and CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
  - 1.2.a Amplify targeted marketing to attract groups, meetings, and conferences
  - 1.2.d Target travel media to increase visibility of MT as a leisure travel destination
  - 1.2.e Continue to target tour operators to bring tours/package vacations to MT
- 1.3 Collaborate with tourism marketing partners to plan/implement priority marketing efforts
  - 1.3.a Host an annual marketing plan meeting to coordinate the marketing planning process
  - 1.3.b Implement the new Montana tourism brand
  - 1.3.d Create cooperative marketing campaigns between agriculture and tourism

**Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands**

- 3.1 Educate visitors, suppliers, residents about ethics and responsibilities on public/private lands

**Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)**

- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
  - 4.1.a Use historic/cultural attractions as venues for conferences, events, and seminars
  - 4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture
  - 4.1.d Enhance MTTA and its marketing efforts
  - 4.1.e Plan and promote commemorations of historic events in Montana



Approved Audits/Applications committee 9/16/08

**Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets**

- 5.1 Cultivate opportunities to leverage private/public funds to create tourism products
- 5.1.a Create vacation packages/itineraries for off-peak season niche markets
- 5.1.b Expand winter tourism products/activities (spas, arts/culture, tribal events, etc.)
- 5.1.c Encourage use of Made/Grown-in-MT products by restaurants, markets, retailers, etc.
- 5.2.a Distribute assistance information via tourism meetings, web sites, newsletters, etc.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

**Detail pages attached:**      ☒ Yes                      ☐ No

Budget page must be attached for approval.



PROJECT BUDGET

Publicity - Press Trips/Media Blitz Hard Costs

Fall for Western MT Press Trip

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Postage/Fax/Phone/Printing	\$125.00 +	\$0.00 =	\$125.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$125.00</b>	<b>\$0.00</b>	<b>\$125.00</b>

<b>MARKETING/ADVERTISING:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>TRAVEL:</b>			
Lodging	\$900.00 +	\$0.00 =	\$900.00
Activities	\$375.00 +	\$0.00 =	\$375.00
Meals	\$1,130.00 +	\$0.00 =	\$1,130.00
Transporation	\$3,075.00 +	\$0.00 =	\$3,075.00
Snacks/Water/Etc.	\$200.00 +	\$0.00 =	\$200.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$5,680.00</b>	<b>\$0.00</b>	<b>\$5,680.00</b>

<b>OTHER:</b>			
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
	\$0.00 +	\$0.00 =	\$0.00
<b>TOTAL</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>

<b>PROJECT TOTAL</b>	<b>\$5,805.00 +</b>	<b>\$0.00 =</b>	<b>\$5,805.00</b>
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***Fall for Western Montana Press Trip***  
**September 30 – October 4, 2008**

Each autumn, the river valleys and mountainsides of Western Montana's Glacier Country glow with shades of gold, yellow and copper as aspen, cottonwoods and tamaracks show off their festive colors before the coming winter. With the region's mild fall days, beautiful foliage and wide-open roads, autumn is a brilliant time to experience all the region has to offer.

**Tuesday, September 30**

**XX AM/PM:** Arrive in Western Montana at Glacier Park International airport.  
*Insert flight numbers and arrival times.*

**XX PM:** Check into accommodations at the Kalispell Grand Hotel.  
*Joann has comped seven rooms.*

**7 PM:** Dinner at Capers.  
*Ani is comping appetizers.*

**Wednesday, October 1**

**8:00 AM:** Continental breakfast at Kalispell Grand Hotel.

**9:30 AM:** Meet Jennifer with Glacier Guides for a hike in the park and lunch.  
We will hike Avalanche Lake or Snyder Lake.

**12:30 PM:** Sack lunch in the park.

**1:30 PM – 3:30 PM:** Tour on one of the historic red "jammers."  
*Need to get route from Alicia.*

**4 PM:** Depart for Bigfork.

**5 PM:** Check into accommodations at Mountain Lake Lodge in Bigfork.  
*Seven rooms are comped. Reserved under Tia Troy.*

**8 PM:** Dinner at Bigfork Inn.

**Thursday, October 2**

**8:30 AM:** Breakfast at Terra Restaurant (Mountain Lake Lodge.)

**10:00 AM:** Depart for Seeley-Swan Valley.

**11:30:** Lunch at The Filling Station in Seeley Lake.

**12:30 PM – 4:30 PM:** Paddle the Clearwater Canoe Trail OR participate in the Alpine Artisans' Tour of the Arts.



**5 PM:** Depart for Missoula.

**6 PM:** Check into accommodations at Holiday Inn Downtown at the Park.

**7:30 PM:** Dinner at Scotty's Table.

**Friday, October 3**

**7:15 AM:** Breakfast at Holiday Inn.

**8 AM:** Depart Missoula for the Bitterroot Valley.

**8:30 AM – 11:30 AM:** Trail ride on Tennessee Walking Horses at Dunrovin Ranch in Lolo. We'll take a ride on the ranch, across the river and into the Sapphire Mountains.

**11:30 AM:** Depart for Hamilton.

**12:30 PM:** Lunch at Bitter Root Brewing in Hamilton.

**1:30 PM:** We'll spend the afternoon exploring the Bitterroot, perusing local shops, etc. Stops may include Darby's Old West Antiques Gallery and Double H Custom Hat Company, as well as Hamilton's Daly Mansion and Stevensville's St. Mary's Mission.

**5 PM:** Attend the Scarecrow Festival in Stevensville, along with the community's First Friday celebration.

Overnight in Missoula at Holiday Inn Downtown at the Park.

**Saturday, October 4**

**9 AM:** Breakfast at The Hob Nob.

**10 AM:** Free time to explore downtown Missoula.

**XX PM:** Depart for home. Fly out of MSO.

*This itinerary is subject to change.*



### **Journalism Contacts**

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### **Glacier Country Contacts**

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Glacier Country

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<http://www.glaciermt.com>



### Accommodation/Activity Hosts

Glacier Park International  
Airport  
[www.iflyglacier.com](http://www.iflyglacier.com)

Kalispell Grand Hotel  
[www.kalispellgrand.com](http://www.kalispellgrand.com)  
100 Main St.  
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Capers  
[www.capersmontana.com](http://www.capersmontana.com)  
121 Main St.  
Kalispell, MT 59901  
406.755.7687  
\*Ani  
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Glacier Guides  
[www.glacierguides.com](http://www.glacierguides.com)  
11970 Highway 2 East  
West Glacier, MT 59936  
406.387.5555  
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406.837.6680  
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Seeley Sport Rental  
[www.seeleysportrentals.com](http://www.seeleysportrentals.com)  
3112 Highway 83 South  
Seeley Lake, MT 59686  
406.677.3680

Alpine Artisans Tour of the Arts  
[www.alpineartisans.org](http://www.alpineartisans.org)  
PO Box 841  
Seeley Lake, MT 59868  
406.793.5706

Holiday Inn Downtown at the  
Park  
[www.himissoula.com](http://www.himissoula.com)  
200 South Pattee St.  
Missoula, MT 59802  
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Scotty's Table  
<http://scottystable.net>  
131 South Higgins Ave.  
Missoula, MT 59802  
406.549.2790  
[scott@scottystable.net](mailto:scott@scottystable.net)

Dunrovin Ranch  
[www.dunrovinranchmontana.com](http://www.dunrovinranchmontana.com)  
PO Box 822  
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Bitter Root Brewing  
[www.bitterrootbrewing.com](http://www.bitterrootbrewing.com)  
101 Marcus St.  
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Scarecrow Festival  
[www.sassart.org/scarecrows.htm](http://www.sassart.org/scarecrows.htm)

The Hob Nob  
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Missoula Downtown  
Association  
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